

Big and Busy as This Store Is—Little, Needed Things Form the Firm Foundation

Is There Not Some Good-Willsomeness We Can Let Go to Each Other

to give assistance to educational clubs, brotherhoods, Church life, Red Cross and emergency aid work in overcoming human selfishness and awakening a new spirit of friendliness, with desire to make life easier and better in every way possible?

Stop and think it over and let us work it out, day by day.

(Signed) *John Wanamaker*

March 6, 1922.

Light Reading—for Dull Days

"The Romance of Fiddler's Green," by Clara Endicott Sears, \$1.75. A dramatic and appealing story, full of light and shadow.
"She Blows and Spurns at That!" by William John Hopkins, \$2.50. In which the writer tells of experiences on a whaler out of New Bedford in the seventies.

(Main Floor)

Jewelry That Is Different Has a Decided Charm

And many women will be delighted with some new and curious necklaces, cordeliers and earrings which have been received in the Jewelry Store. There are scarcely two alike and we doubt whether or not their duplicates can be found. The necklaces are beautiful affairs of ivory beads and carved ivory or jade pendants. Others are of imitation jade or crystal beads carved. They are \$8 to \$50. There are cordeliers with fascinating pendants of mutton-fat jade, ivory or carved amethyst. These are \$6 to \$20. Also large hoop earrings of real jade set with tiny pearls, \$33 to \$55.



(Main Floor)

A Once-a-Year Opportunity in luggage—in fact, a big selection of the best luggage—to be had at prices that are less

Many of the savings will pay the railroad fare on the first trip the new luggage is given.

Hardly any of the hand luggage that the traveler asks for is absent from this Sale, and the values are the best in a long while.

For instance, a man can get a pigskin bag, hand sewn, oxford shape and brass trimmed, for as little as \$13.75.

Or a woman can get a traveling case, beautifully fitted with toilet articles that

are shell or celluloid finished, for \$25. And, of course, madame can have a perfectly wonderful traveling case, in which the toilet articles are gold inlaid, for \$90.

These cases are the handiest things imaginable for a trip. A place for every toilet article and ample room for clothing.

A traveling bag is in the Sale for \$7.50, or one can pay as much as \$25, but no matter what kind is selected, the material and workmanship are the best and the price lower.

(Main Floor)

The New Cotton Chenille Frocks at \$18.75 and \$22.50

The few we had earlier in the season made such a definite appeal to the women who like unusual and smart little frocks without much expenditure that we are glad to announce a larger supply.

One style has a turned-back collar with V-shaped opening and one has the Callot neck. Both are girdled one-piece effects, and each comes in delightful gray, crushed rose, fern green, tans and a new blue.

The black net ground on which the cotton chenille is woven shows through each color just sufficiently to give a little sparkle.

Prices \$18.75 and \$22.50.

(First Floor)

The New Spring Models in Frolaset Corsets

Most of them are long skirted and low topped. All of them give that firm support to the back which is one of the features of this convenient front-lacing corset.

The different Frolaset models provide for every type of figure—slender, plump, tall, short and average.

Three excellent models in pink broche and ecru are \$5.50 each. Two others, of broche, are \$8.50.

Another, with low front and extra length over hips and back, is \$10.

(Third Floor)

An Afternoon Sandal in Black and Gray

The Little Boot Shop is showing a new afternoon sandal of particularly graceful design.

It is of black patent leather and gray suede, with five straps and two-inch Louis heel.

The toe is rounded, the vamp rather shortened and the whole effect is to make the foot appear smaller.

Priced \$16 a pair.

(First Floor)

Graduation Dresses Made to Measure

The Women's Custom Tailoring Bureau will send a representative to any school, college or hospital to take measurements for dresses for graduating classes, to be made to order in any selected material or design, at moderate prices.

(Second Floor)

Antique Furniture

The Antique Section has just received some interesting pieces of old furniture gathered in little-traveled districts of the State, and including, among other articles, the following:

- Two walnut desks.
- One walnut cupboard.
- One curly maple chest of drawers.
- Three cherry chests of drawers.
- Four walnut chests of drawers.
- A number of old rush-seated chairs with stenciled backs, mostly in sets of six.
- One old Lebanon Dutch table in walnut.
- Some old Boston painted rocking-chairs.
- And six old low-post wooden bedsteads, which will be sold at \$25 each.

(Fifth Floor)

"The Marguerite" A New Long Overblouse

It happened just this way. We found many women asking for a hip-length overblouse, which would give them the desired long lines. So we had this one designed and made to our order.

The material is a heavy crepe de chine. It is made in slip-over style with the open front and tie of the material. On each side of the front are two wide bands of crosswise pin tucks and fagoting and the elbow sleeves are trimmed in the same way. There is a loose belt.

Almost any woman can wear this blouse becomingly. In bisque, navy, black or white, \$12.

(Third Floor)

New Silk Crepes Arrive—Every Kind and Every Color

And such brilliant colors as they are! One would have to call upon the hues of a sunset or some of the more gorgeous flowers in order to describe them!

But they are the fashionable Spring shades and crepes are the most fashionable silks and they are here in such an assortment as we have rarely had before.

One thing is especially notable—that is the fine, beautiful quality of these silk crepes. Another is their very moderate prices.

Crepe de chine, 40 inches wide, \$2 a yard.

Plain and satin-faced Canton crepes, 40 inches wide, \$4 and \$4.50 a yard.

Crepes meteor, 40 inches wide, \$3 a yard.

Moire crepes, 40 inches wide, \$5 a yard.

Trousseau crepe, a soft wash crepe in orchid, flesh, pink and white for lingerie and blouses, 40 inches, \$2.50 a yard.

(First Floor)

More Than 2,000,000 Cakes of Hardwater Soap

were sold last March by the Wanamaker Stores. Counting a dozen cakes to a person, that means that more than 166,666 persons laid in a year's supply of good soap at a nominal cost.

The record this March promises to exceed that!

Hardwater soap is a pure toilet soap, with a creamy lather, delicately scented or plain.

During March only, it is 60c for a dozen cakes. Write, telephone or order in person.

(Main Floor and Down Stairs Store)

Mortar Boards by the "Choir"

or individually, are \$3.50 in the Men's Hat Section.

It's a stock fresh from London, a superior quality, superiorly made to stand the hard usage of between services.

(Main Floor)

Imported Perfume Burners

Translucent little porcelain jars that glow with light and disseminate a sweet perfume throughout the house. Some are lamps as well as perfume burners.

Priced unusually low at \$5.50 to \$17.50.

(Main Floor)

The Clothes for the Littlest Babies

will be found all by themselves in the quiet sunny Salon devoted to such things.

Little white slips, machine made, 60c to \$2.25. Hand-made slips start at \$1.75.

Petticoats of nainsook, machine made, \$1 to \$3. Hand-made, \$1.50 to \$7.50.

Flannel petticoats, \$1 to \$4.75.

Shirts of cotton start at 65c; of cotton-and-wool at 85c; of silk-and-wool at \$1.25 to \$2.50. And silk, \$1.75 and \$3.

Bands, 30c to \$1.

Diapers, \$2.25 to \$4.50 a dozen.

Socks, 35c to \$2.25.

Blankets, 75c upward to \$4.50.

(Third Floor)

Saruk Rugs Small and Fascinating

Two lots newly unbaled.

One lot in mat sizes, about 2x2.6 ft. on an average. We have marked them \$27.50 apiece.

The others average about 2.5x5 ft. and are priced at \$90 each.

All are Saruk of quality, in soft blue, red and ecru shades and in refined patterns rich in furnishing effect.

(Seventh Floor)

Wool Canton Crepes Are in Again!

But it will take them a short time to be gone, for women prefer them to almost anything else for Spring street dresses.

They are delightfully soft, being all-wool, and drape most gracefully, the two important requisites for the fashionable gown.

In all the good colors, 38 inches wide and \$2 a yard.

(First Floor)

The Best Awnings Are Those Ordered Right Now

There are two reasons for March ordering.

The color selection is absolutely unbroken now. You can have practically anything you desire.

Your order can be made up before the rush begins, so that there will be positively no delay or uncertainty.

We will hold them and hang them when you are ready.

Consult the Awning Section in the Upholstery Store.

(Main Floor)



The Dinner Sets in the March Sale Are Unequaled

Absolutely unequaled at their prices. Customers are quick to recognize this and tell us of it.

We have known it all along. Others have been around and have learned of it.

Variety, quality, price, in each of these the sale is unmatched.

When you come to look at the splendid selections of dinner sets note these:

American semi-china dinner sets of 107 pieces in six patterns shown here only, all with coin-gold handles and gold-traced edges—now \$25.

French china and English semi-china dinner sets of 106 and 107 pieces in a fine selection of patterns—now \$60.

French china dinner sets of 107 pieces, all brand new, the first lot having sold almost in a day, beautiful border patterns in blue, gray and tan, all with coin-gold handles and edges—now \$85.

Magnificent gold-encrusted French dinner sets of 106 pieces, a rare value in sets of superb quality—now \$175.

(Fourth Floor)

Iron Standing Lamps at \$4 Are Wonderful

It was well we bought so many of them, considering how quickly they are selling.

They are the favorite electrical standing bridge lamps, of hand-wrought iron, with adjustable arms, polychrome finish.

Each has eleven feet of cord.

Such lamps as one would ordinarily expect to pay two to three times as much for.

\$4 each without shade. Parchment shades, \$1.75 to \$2 each.

(Fourth Floor)

The London Shop's Two-Tone Shirt Has Won With Many Men

Bosoms and cuffs are neatly striped or all-over striped, much the same as any other shirt, but the body part is solid white.

Fine, French silk and linen is used for the striped parts, while the pure white is of Sea Island poplin.

They are made in our custom-shirt way and there are only a few of each pattern, but most every arrangement and color imaginable is included.

The same shirt, made to measure, would cost \$18.50, but this made-up lot marked \$10 each.

(The Gallery)

Maybe Tomorrow, He Will Need—

Men Choose Athletic Union Suits

for greater comfort and freedom.

Right now there are two grades that are marked considerably less than usual.

White self-striped madras, with elastic crotch, at 85c. Ordinarily the price is \$1.25.

At \$1.35 there is a finer grade of white self-striped madras that regularly sells for considerably more.

(Main Floor)

When He Complains About Small Handkerchiefs

That is the time to buy him a certain extra-size handkerchief of a very nice quality Irish linen with a half or quarter inch foreign-stitched hem.

This handkerchief also comes in the regular size at the same price. It is 75c each or \$8.25 a dozen.

(Main Floor)

New Oxfords Have Come for the Man of Affairs to Wear

Perfectly plain, in fact, distinctively plain. Smart, trim oxfords of smooth calfskin in either black or tan.

The newer ideas in the English last are seen in this lot, including the straight tips.

A shoe that it's business for a business man to own at \$14.

(Main Floor)

Among the 75,000 Housewares in the March Sale There Is a Tea Kettle

that doesn't steam up and scald your hands when you place it under the faucet to refill it.

It is finely made of aluminum and in addition to the usual lid in the kettle there is an extra filling lid, a little to the fore of the handle.

Its special sale price is \$3.80, which is only a little above half the regular price.

This is an example of the kind of merchandise improvements that these Wanamaker Sales are noted for bringing forward.

Many other kitchen and laundry utensils are improved upon and made more convenient as well as more durable than the old things were.

Most vessels now are made without sharp and ugly corners—rounded out for cleanliness.

It is an interesting study, the improvement of the household utensils and it is good to be a good, serviceable store that can keep up with the improvement demanded by the clever, modern housewife.

Everything we have is of the latest pattern and of the highest quality—no matter how low the prices in the Sale.

(Fourth Floor)

A Custom-Made Suit Has the distinction of a self-made man

And never was the custom-tailoring section of the London Shop better equipped to embody the fashions of the season in the clothes for men.

English to the nth degree, yet strikingly masculine, are the models suggested.

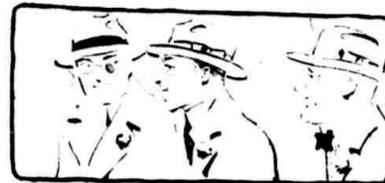
Lightness fairly glows in the cloths. Lightness in club checks, stripes and plaids.

But back of it all is the generous assortment of more conservative patterns that the day-in-and-day-out business man prefers.

Scotch tweeds—the Ailsa or the Harris—homespuns, among them being the famous Connemara, Kenmore and Donegal—Shetlands and worsteds, both finished and unfinished, are the fabrics that assure clothes for any day, any affair.

And the superb tailoring of a London Shop suit suggests far more than the prices that range from \$75 to \$100.

(The Gallery)



All Out-doors, and the Dash of Spring Seems Alive in Men's New Topcoats

Tweeds! Light, bold, striking tweeds!

Tweeds and Homespuns, more vigorous, more youthful, more genuinely masculine than ever are the topcoats of this Spring.

Topcoats that are built for outdoors right at the time when outdoors calls men the loudest.

Freedom! There, again, in the cut and models is the freedom of outdoors.

Straighter lines, in coats that are looser cut.

And Spring topcoats for any man are showing from \$35 to \$65.

(Third Floor)